

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY OTTAWA

AMCONSUL TORONTO

AMCONSUL VANCOUVER

AMCONSUL CALGARY

AMCONSUL WINNIPEG

AMCONSUL MONTREAL

AMCONSUL QUEBEC

AMCONSUL HALIFAX

AMCONSUL ST JOHNS

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E.O. 11652: N.A.

TAGS: BEXP, CA

SUBJECT: FIRST QUARTER CCP REVIEW

REFERENCE: OTTAWA 3896 OCTOBER 14, 1975

1. WASHINGTON COMMERCIAL ACTION GROUP (WCAG) UNDERSTANDS DIFFICULTIES PLACED ON POSTS IN FULFILLING FIRST QUARTER TARGETS AS EXPLAINED IN REFTEL PARA. 1, PARTICULARLY DELAYED APPROVAL OF FINAL VERSION OF CCP. POSTS ARE TO BE COMMENDED FOR INITIATIVE IN FORGING AHEAD IN INTERIM ON VARIOUS PROPOSED CAMPAIGNS, THUS KEEPING SHORTFALL TO A MINIMUM.

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2. INTENTION OF MONTREAL TO SPREAD CONTACT MAILING OVER

FOUR QUARTERS AND OF VANCOUVER TO USE TELEPHONE FOLLOW-UP ACCEPTABLE AS REFLECTING DECISIONS BASED ON PRACTICAL EXPERIENCE.

3. WCAG EXPRESSED SOME CONCERN OVER LACK OF TOPS DEVELOPED BY TORONTO AND VANCOUVER FOR ANNEX A - POLLUTION CONTROL EQUIPMENT AND SYSTEMS AND ANNEX E - BUSINESS EFFICIENCY, SECURITY AND INVENTORY CONTROL EQUIPMENT. IF CONTINUING EXPERIENCE LEADS POSTS TO CONCLUDE THAT THEY ARE DRILLING A DRY HOLE WCAG WOULD APPRECIATE RECEIPT FOR ITS CONSIDERA-

TION CCAG'S RECOMMENDATIONS FOR ALTERNATIVE CAMPAIGN TARGETS WHICH MIGHT YIELD BETTER RETURN ON INPUT OF POSTS' RESOURCES.

4. MONTREAL, TORONTO AND VANCOUVER SHOULD ALSO PRESENT ALTERNATIVE SUGGESTIONS IF MONTREAL AND TORONTO EXPERIENCE A DIFFICULTY IN MEETING TARGETS RE ANNEX F - FOOD PROCESSING AND PACKAGING EQUIPMENT AS HAS VANCOUVER DURING THE FIRST QUARTER. IF MONTREAL AND TORONTO DO NOT ENCOUNTER DIFFICULTY AND VANCOUVER CONTINUES TO EXPERIENCE PROBLEMS, THE FORMER MAY WISH TO CONTINUE TO SUPPORT THIS CAMPAIGN WHILE VANCOUVER ARRANGES TO PICK UP AN ALTERNATIVE.

5. TARGETS "PROMOTING THE SIGNATURE OF AGENCY AGREEMENTS" REFER TO ACT OF BRINGING TWO INTERESTED PARTIES TOGETHER FOR ATTEMPT ON THEIR PART TO ARRANGE A MUTUALLY SATISFACTORY AGREEMENT. EACH INITIAL CONTACT BETWEEN TWO INTERESTED PARTIES SHOULD BE COUNTED WHETHER OR NOT AGREEMENT ACHIEVED. WCAG REALIZES POSTS HAVE NO CONTROL OVER SUCCESS OR FAILURE OF SUCH EXCHANGES. REPORT RESULTS IN FOLLOWING QUARTERLY CCP REVIEW, AND GIVE GENERAL EVALUATION OF USE OF THIS TECHNIQUE WITH ALTERNATIVES IF POST BELIEVES RESOURCES COULD BE BETTER UTILIZED ANOTHER WAY. KISSINGER

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